

National Canners Association

WASHINGTON, D. C.

Information
Letter



For N. C. A.
Members

Membership Letter No. 46.

January 5, 1924.

Food Page Editors Welcome "Canned Foods Pointers for Housewives".
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Food Page Editors Welcome "Canned Foods Pointers for housewives".

Attesting to the popularity of "Canned Foods Pointers for Housewives", the bulletin now being sent weekly by the National Canners Association to the editors of the food pages of the principal newspapers of the country, there is attached to the Membership Letter this week a facsimile of a communication received from the Los Angeles Herald.

The bulletin as it goes to editors is about three-quarters of a column in length, and always contains two canned foods recipes, each time featuring two different commodities. The Los Angeles Herald in the issue in question uses almost a column of this matter.

Other newspapers which use the bulletin as a whole or in part are the New York Tribune, Philadelphia North American, Cleveland Plain Dealer, Buffalo News, and the Seattle Times.

It so happens that there is still considerable territory not covered by the bulletin, and if any canner, for the good of the industry, is desirous of offering this copy to the local editor, upon communicating with the N.C.A. headquarters in Washington, he will be promptly advised as to whether or not copy has been given to any publication in his particular locality.

National Kraut Packers Association Endorses N.C.A. Warehouse Plan.

The N.C.A. warehouse plan was endorsed by the National Kraut Packers Association in session at Chicago. The resolution, which was unanimously carried, follows in part:

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"After some discussion, it was moved that this association approve the National Canners Association warehousing plan and its members incorporate the clause in all their future sales contracts with buyers."

Machinery People Doing Splendid Advance Publicity Work at Buffalo.

Indicative of the effective advance work being done ahead of the Buffalo Convention, are the cuts, "Buffalo Welcomes You", which are being furnished by the Publicity Committee of the Canning Machinery and Supplies Association. These cuts, in addition to having the above slogan, also carry the date of the Convention, and are furnished in all sizes to canners, brokers, and machinery people, with the suggestion that they use them in their advertising, upon their letterheads, and other stationery.

Millar W. Sells, of Buffalo, who is the Chairman of this Committee, is already receiving congratulations upon the splendid work being done.

Canned Foods Week Advertising Page Mailed to Local Chairmen.

A sample newspaper advertising page has been mailed to each of the Canned Foods Week local chairmen. It outlines a plan for the solicitation of local advertising during the Week. Any chairman who has not received his copy will confer a favor upon the National Canned Foods Week Committee by communicating with the Washington office, so that one may be forwarded to him at once.

Canned Foods Week Electros Popular.

As an evidence of the spirit of cooperation shown in connection with Canned Foods Week, especially regarding the electroplates for advertising Canned Foods Week on members' letterheads, the chairman of one committee has ordered twelve two-color and six one-color electros.

Secretary Hoover Calls Attention to Business Information Service.

Secretary Gorrell has received the following letter from Director Steuart, of the Bureau of the Census:

"Secretary Hoover is anxious to bring to the attention of business men, such as compose your Association, the valuable business information services that may be obtained by them through the monthly 'Survey of Current Business' published by this Department. This publication is now bringing practical information on about one thousand business movements to thousands of business men, as the comments on the enclosed circular show, and its use in stabilizing commerce and industry has been strongly urged in the recent report of the committee on Business Cycles of the President's Conference on Unemployment.

"Under separate cover I am sending you sample copy of the 'Survey of Current Business', with samples of the advance leaflets issued several times a month to all subscribers who request them, and should be glad to place your Association upon the complimentary mailing list for this publication, if you so desire.

"My purpose in writing you now is to ask your cooperation in bringing this service to the attention of your members at your next meeting. The cost is purely nominal--one dollar per year--and covers some twelve hundred pages of text, diagrams, and tables issued in the twelve monthly numbers, as well as the advance leaflets issued several times a month, giving the very latest information. We shall be pleased to mail you a sufficient supply of circulars for distribution at your meeting and further sample copies and I am sure that your members will find the facts given in the 'Survey' of great value to their business.

"In this connection, I should be glad to receive any suggestions from you or your members to improve the publication, especially as to any additional statistics which might be of help to your industry."

Congressional Bills of Interest to Cannerymen.

The following is a list of bills which have been recently introduced into Congress, of interest to cannerymen:

H.R. 4126 To amend the tariff act by placing sugar on the free list; H.R. 742 Amendment of the Food Law so as to require the name of the packer or manufacturer to appear on the label; H.R. 4160 Provides for the creation of an inland waterways commission; H. Joint R. 83 & 102 Provides for amendment to the Constitution to regulate the employment of children and women; S. Joint R. 1 & 35 Provides for amendment to Constitution to regulate the employment of children and women.

H.R. 2693, 2714, 4155, & 4151 Provide for protection and regulation of Alaska salmon fishing and canning; House Resol. 107 & Senate Resol. 58 Provide for investigation of Alaska fishery conditions; H.R. 3668 Provides for inspection of salmon canneries; S. 138 Regulation of Alaska fisheries; and S. 429 Defining and regulating the cold storage of food products and regulating commerce in such products.

Definition for No. 5 Size Peas Added to Proposed Definitions and Standards.

Inadvertently, the definition for No. 5 size standard peas was omitted from the proposed definitions and standards for peas, as endorsed by the Directors for submission to the Joint Committee on Definitions and Standards. A corrected copy has now been sent to pea canners.

English Authority Derides Canned Food Alarmists.

Quoting Sir James Crichton-Browne, on food scares, an article from the Meat Trades' Journal of London, which is given below, serves to call attention to the fact that the world would be far better off if we were not subjected to periodical sensational statements by men of meagre information regarding food, ascribing all manner of human ills to foods to which for some reason the writer has an aversion.

During the last few months the French papers have given out a statement as coming from a noted scientific man that raw vegetables were likely to produce a cancer and have warned against their consumption. On the other hand, an English surgeon has suggested that the increase of cancer has been contemporaneous with the increase in the use of preserved foods and has warned against their consumption.

The warnings are contradictory to each other and both are ridiculous. Both of them seize on a single condition of our complex life. If cancer has increased in the last twenty years, it would be just as sensible to attribute it to the increase in the use of automobiles as in any particular article of diet.

The Meat Trades' Journal article follows:

"Sir James Crichton-Browne, speaking at the annual dinner of the Institute of Certified Grocers, in London, said the Ministry of Health had recently appointed a Committee to inquire into the use of preservatives and colouring matters. It was regrettable that the appointment of that Committee should have been made the reason for certain alarmist statements. For instance, a leading journal recently said: 'The present-day character of our foodstuffs is largely responsible for our physical defects, and for our low standard of health.' The present-day character of our foodstuffs was, on the contrary, largely to be thanked for the extraordinary improvement that had taken place in our national health, and for the disappearance of many physical defects.

"That", said Sir James, was a sufficient answer to such ribald nonsense as was being talked. No doubt there was room for improvement, but speaking generally, he would say that dangers lurked not so largely in preserved foods as in fresh foods in the larder. Food was always a happy hunting ground of the faddist."

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FRANK F. BARHAM, PRESIDENT AND PUBLISHER

Home Paper of Los Angeles—First in Circulation and Advertising

LOS ANGELES, CALIF.

December 17, 1923

Mr. Frank E. Gorrell, Secretary,
National Canners Ass'n.,
1739 H Street, N.W.
Washington, D.C.

My dear Mr. Gorrell:

We are pleased to enclose herewith
tear page from our issue of Saturday, December 15, containing
some of the canned food recipes contained in your bulletin
"Canned Foods Pointers for Housewives."

With best wishes, and assuring you
we are pleased to cooperate with you at any time, we are -

Very truly yours,

EVENING HERALD PUBLISHING COMPANY

R. O. Mans
Assistant Business Manager.

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